

ORDER



Orders
Order / Rev: 59173
Alt Order #: 09826261
Product Desc: CONNIE MACK SENATE
Estimate: 501
Flight Dates: 09/25/12 - 09/30/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: CIA - O

CBS 47

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: McLaughlin & Associates
Buying Contact:
Billing Contact:
 566 South Route 303
 Blauvelt, NY 10913

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Connie Mack/R/US Senate
Demographic: HH
Product Codes: US Senate
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:00:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/28/12	10	\$4,200.00	\$3,570.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	10	\$4,200.00	\$3,570.00	0.00
Totals	10	\$4,200.00	\$3,570.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
CBS 47	20%	\$4,200.00
Market	100%	\$21,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	42%	\$8,820.00
WJXX	2%	\$420.00
WTLV	36%	\$7,560.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTEV	09/25/12	09/28/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM	- TWTF - -	:30	2	\$460.00	P-2	0.00	NM	2	\$920.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -			2			\$460.00		0.00			
2	WTEV	09/25/12	09/28/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	- TWTF - -	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -			2			\$400.00		0.00			

Order / Rev: 59173
 Alt Order #: 09826261
 Flight Dates: 09/25/12 - 09/30/12

Advertiser: Connie Mack/R/US Senate
 Product Desc: CONNIE MACK SENATE
 Estimate: 501

CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTEV	09/25/12	09/28/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	- TWTF - -	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
NEWS															
3	WTEV	09/25/12	09/28/12	Action News @ 530p Action News @ 530p	CM	5:30 PM-6:00 PM	- TWTF - -	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -		2				\$400.00		0.00			
4	WTEV	09/25/12	09/28/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	- TWTF - -	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -		2				\$400.00		0.00			
5	WTEV	09/25/12	09/28/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:30 PM	- TWTF - -	:30	2	\$440.00	P-2	0.00	NM	2	\$880.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWTF - -		2				\$440.00		0.00			
													Totals	10	\$4,200.00